

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

Claims 1-48 (canceled).

49. (previously presented) A frictional holding device configured to be disposed on a vehicle surface and to receive and secure an item thereon, the device comprising:

- a) a pad having a bottom configured to be disposed on the vehicle surface, and a top configured to removably receive the item thereon;
- b) the top having a contoured top surface extending over a majority of the top configured to contact and frictionally cling to the item;
- c) the top surface including a plurality of protrusions or indentations;
- d) the bottom having a bottom surface smoother than the top surface and configured to contact and frictionally cling to the vehicle surface.

50. (previously presented) A device in accordance with claim 49, wherein the contoured top surface has an uppermost surface area less than a lowermost surface area of the bottom.

51. (previously presented) A device in accordance with claim 49, wherein the pad is bendable and includes a flexible material configured to conform the pad to changes in the vehicle surface.

52. (previously presented) A device in accordance with claim 49, wherein the bottom surface of the pad is tacky; and wherein the top surface is less tacky than the bottom surface.

53. (previously presented) A device in accordance with claim 49, further comprising:
indicia, formed on the top surface of the pad, the indicia being selected from the group consisting of: a logo, an advertisement, an instruction, a promotion, a company name, and a product name.

54. (previously presented) A device in accordance with claim 49, wherein the top surface

includes at least two sections, including a first section that is substantially flat and has indicia thereon, and a second section that is contoured and configured to receive the item thereon.

55. (previously presented) A device in accordance with claim 49, wherein the pad includes an expanded vinyl material.

56. (previously presented) A device in accordance with claim 49, wherein the pad includes a polyurethane material.

57. (previously presented) A device in accordance with claim 49, wherein at least a portion of the pad is at least translucent.

58. (previously presented) A device in accordance with claim 57, further comprising indicia, formed on the bottom surface of the pad, and visible through the pad.

59. (previously presented) A device in accordance with claim 49, further comprising:

an item, disposable on the top surface of the pad, the item being selected from the group consisting of: a cell phone, a personal digital assistant, a writing instrument, a pen, a pencil, sunglasses, eye glasses, a global positioning system, a radio, a two-way radio, a citizens band radio, a walkie-talkie, a camera, a video recorder, a cassette player/recorder, a mini-cassette recorder, a DVD player, a mini-disk player, and a portable television.

60. (previously presented) A device in accordance with claim 49, further comprising:

a dashboard or console of a vehicle, the pad being disposable thereon.

Claims 61 and 62 (canceled).

63. (canceled).

64. (canceled).

65. (previously presented) A frictional holding device configured to be disposed on a vehicle surface and to receive and secure an item thereon, the device comprising:

a) a pad formed from a layer of polyurethane and having a bottom configured to be disposed on the vehicle surface, and a top configured to removably receive the item thereon;

b) the top having a contoured top surface with an uppermost contact surface configured to contact and frictionally cling to the item; and

c) the bottom having a lowermost contact surface configured to contact and frictionally cling to the vehicle surface.

66. (previously presented) A device in accordance with claim 65, wherein the pad is translucent.

67. (previously presented) A device in accordance with claim 66, further comprising indicia formed on the pad and visible through the pad.

68. (previously presented) A method for releasably securing an item on a vehicle surface without marring or altering the vehicle surface, comprising the steps of:

a) placing a frictional holding pad on the vehicle surface, the frictional holding pad having:

a contoured top surface extending over a majority of the frictional holding pad with an uppermost contact surface;

a lowermost contact surface capable of contacting and frictionally clinging to the vehicle surface without marring or altering the vehicle surface;

the bottom of the pad being smoother than the top surface;

the lowermost contact surface having a greater surface area than the uppermost contact surface; and

b) placing the item on the uppermost contact surface of the contoured top surface of the frictional holding pad, the uppermost contact surface of the frictional holding pad frictionally clinging to the item; and

c) removing the item from the uppermost contact surface of the frictional holding pad while the frictional holding pad remains on the vehicle surface.

69. (previously presented) A method in accordance with claim 68, further comprising the step of:

operating a vehicle such that the vehicle surface moves, with the item secured to and moving with the vehicle surface by the frictional holding pad.

70. (previously presented) A method in accordance with claim 68, wherein the lowermost contact surface of the frictional holding pad clings to the vehicle surface more than the uppermost contact surface of the frictional holding pad clings to the item.

71. (previously presented) A method in accordance with claim 68, wherein the step of placing the frictional holding pad on the vehicle surface further comprises the step of:

bending the frictional holding pad to conform the frictional holding pad to changes in the vehicle surface, the frictional holding pad including a flexible material.

72. (previously presented) A method in accordance with claim 68, further comprising the step of:

removing a backing layer from the lowermost contact surface of the frictional holding pad prior to placing the frictional holding pad on the vehicle surface.

73. (previously presented) A method in accordance with claim 68, wherein the item is selected from the group consisting of a cellular phone, sun glasses, eye glasses, a global positioning system, a two-way radio, a personal digital assistant, a writing instrument, a citizens band radio, a walkie-talkie, a camera, a video camera, a video recorder, a CD player, a DVD player, a portable television, and a portable radio.

Claims 74-77. (canceled).

78. (previously presented) A method for releasably securing an item on a vehicle surface

without marring or altering the vehicle surface, comprising the steps of:

a) placing a frictional holding pad on the vehicle surface, the frictional holding pad including at least a portion that is at least translucent, the frictional holding pad having an upper surface, and a bottom surface frictionally clinging to the vehicle surface without marring or altering the vehicle surface;

b) placing the item on the upper surface of the frictional holding pad, the upper surface of the frictional holding pad frictionally clinging to the item; and

c) removing the item from the upper surface of the frictional holding pad while the frictional holding pad remains on the vehicle surface.

79. (previously presented) A method in accordance with claim 78, wherein the step of placing the frictional holding pad further includes placing a frictional holding pad with a contoured top surface with an uppermost contact surface and a lowermost contact surface, the lowermost contact surface having a greater surface area than the uppermost contact surface.

80. (previously presented) A method in accordance with claim 78, further comprising the step of:

viewing the vehicle surface through the at least a portion of the frictional holding pad that is at least translucent.

81. (previously presented) A method in accordance with claim 78, further comprising the step of:

operating a vehicle such that the vehicle surface moves, with the item secured to and moving with the vehicle surface by the frictional holding pad.

82. (previously presented) A method in accordance with claim 78, wherein the bottom surface of the frictional holding pad clings to the vehicle surface more than the upper surface of the frictional holding pad clings to the item.

83. (previously presented) A method in accordance with claim 78, wherein the step of placing the frictional holding pad on the vehicle surface further comprises the step of:

bending the frictional holding pad to conform the frictional folding pad to changes in the vehicle surface, the frictional holding pad including a flexible material.

84. (previously presented) A method in accordance with claim 78, further comprising the step of:

removing a backing layer from the bottom surface of the frictional holding pad prior to placing the frictional holding pad on the vehicle surface.

85. (previously presented) A method in accordance with claim 78, wherein the item is selected from the group consisting of a cellular phone, sun glasses, eye glasses, a global positioning system, a two-way radio, a personal digital assistant, a writing instrument, a citizens band radio, a walkie-talkie, a camera, a video camera, a video recorder, a CD player, a DVD player, a portable television, and a portable radio.

Claims 86-97 (canceled).

98. (currently amended) A frictional holding device configured to be disposed on a vehicle surface and to receive and secure an item thereon, the device comprising:

a) a pad having a bottom configured to be disposed on the vehicle surface, and a top configured to removably receive the item thereon;

b) the top having a contoured top surface configured to contact and frictionally cling to the item , and including a plurality of indentations or protrusions forming the contoured top surface; and

c) at least a portion of the pad being at least translucent.

99. (previously presented) A device in accordance with claim 98, further comprising wherein the contoured top surface extends across a majority of the top.

100. (canceled).

101. (previously presented) A frictional holding device adapted for releaseably and selectably retaining an item on a surface, the device comprising:

- a) a pad having different top and bottom surfaces;
- b) the top surface being contoured and having a plurality of indentations or protrusions defining an uppermost contact surface;
- c) the bottom surface being substantially flat and smooth and having a lowermost contact surface; and
- d) the lowermost contact surface having a greater surface area than the uppermost contact surface.

102. (previously presented) A frictional holding device adapted for releaseably and selectably retaining an item on a surface, the device comprising:

- a) a pad having a bottom disposable on the surface, and a top capable of removably receive the item;
- b) the top having an uppermost contact surface capable of contacting and frictionally clinging to the item;
- c) the top surface including a plurality of indentations and protrusions, the protrusions having an upper surface area to form the uppermost contact surface;
- d) the bottom having a lowermost contact surface capable of contacting and clinging to the surface;
- e) the bottom of the pad being substantially flat; and
- f) the lowermost contact surface having a greater surface area than the uppermost contact surface.

103. (previously presented) A device in accordance with claim 102, further comprising:

a removable backing layer, removably coupled to the bottom surface of the pad;
and

a removable wrapper, formed around the pad and the backing layer, the removable backing layer resisting the bottom surface of the pad from coupling to the wrapper.

104. (previously presented) A device in accordance with claim 102, wherein the pad

includes at least two different layers.

105. (previously presented) A device in accordance with claim 102, wherein at least a portion of the pad is at least translucent.

106. (previously presented) A device in accordance with claim 102, further comprising:
indicia being selected from the group consisting of: a logo, an advertisement, an instruction, a promotion, a company name, and a product name.

107. (previously presented) A device in accordance with claim 106, wherein at least a portion of the pad is at least translucent; and wherein the indicia is visible through the at least a portion of the pad.

108. (previously presented) A device in accordance with claim 102, wherein the top surface includes at least two sections, including a first section that is substantially flat and has indicia thereon, and a second section that is contoured and configured to receive the item thereon.